

DATE: November 29, 2010

TO: City Clerk

FROM: Representative Susie Byrd

ADDRESS 2 Civic Center Plaza 10th Floor, El Paso, TX TELEPHONE 915-541-4416

Please place the following item on the (Check one): CONSENT XX REGULAR _____

Agenda for the Council Meeting of December 7, 2010

Item should read as follows: Appointment of Laura Calvillo Neill to the Community Development Steering Committee by Representative Susie Byrd, District 2.

SPECIAL INSTRUCTIONS: _____

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Community Development Steering Committee

NOMINATED BY: Representative Susie Byrd DISTRICT: #2

NAME OF APPOINTEE Laura Calvillo Neill
(Please verify correct spelling of name)

BUSINESS ADDRESS: _____

CITY: _____ ST: TX ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Getsemani Yanez

EXPIRATION DATE OF INCUMBENT: 06/08/2010

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

CITY COUNCIL APPROVAL DATE : 12/07/2010

TERM BEGINS ON: 06/08/2010

EXPIRATION DATE OF NEW APPOINTEE: 06/12/2012

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X

2nd TERM: _____

UNEXPIRED TERM: _____

Laura Calvillo Neill

Professional History 2007 – Current The Princeton Review

Institutional & Partnerships Account Manager

El Paso / Austin, TX

- Implement and manage the largest school-based college-readiness programs for The Princeton Review.
 - Achievements throughout the region have increased Princeton Review's presence throughout the county and spurred additional partnerships with the three largest districts and additional grant programs.
 - Project success has translated into more El Paso students taking college-admissions exams, earning more scholarship money, and increasing the number of students achieving post-secondary success and completion.
- Develop and facilitate the delivery of test preparation and college readiness instruction to middle and high schools throughout El Paso ISD, Ysleta ISD, Socorro ISD, and multiple Gear Up programs.
- Recruit, hire, and develop new full-time instructors, proctors, and substitutes for the SAT and ACT.
 - Helped to create and establish Princeton Review full-time instructor position.
 - Management tools and practices have been replicated throughout the company to help improve teacher development, retention, and communication.
- Develop best practices and establish performance goals by collaborating with teachers, trainer, project assistant, and school administrators.
- Deliver professional development workshops to high school teachers to establish a college-bound culture by counseling on current college admissions trends and clarifying myths.
- Create and coordinate the delivery of professional development for elementary, middle, and high school counselors that focuses on the college admissions process, student athletes, undocumented students, and connecting students and their families to local resources.
- Gather and analyze quantitative and qualitative data to measure the effectiveness of the college readiness curricula, course materials, and syllabus.
- Provide project status and data reports to campus and district administrators on a regular basis.
- Facilitate the implementation of an online test preparation program for multiple middle and high school campuses.

2003–2007 SureScore, Educational Consulting

Austin, TX

Business Development Manager

- Established Student Services, a new division and revenue stream within the firm, after extensive research and outreach with 5,000 students in Laredo, Rio Grande Valley, and El Paso, Texas.
- Developed high school to college support system to increase access to post-secondary opportunities, with a focus on guidance, information and resources, and preparation.
- Increased presence in the educational market through attendance at national and state conferences and publications in educational trade magazines. Increased sales contacts by 100% in a 10 month period.
- Identified additional revenue streams by becoming a Texas Educational Agency approved vendor.
- Identified additional curriculum needs through extensive industry research as well as federal and state legislation.
- Created and implemented organizational branding, logo materials, and sales kit to ensure consistency and professionalism.
- Developed project plan to increase company website traffic by 25% through client surveys and ensuring that the firm's logo and link are continuously displayed on client websites.

Curriculum Specialist / Area Manager

- Managed and oversaw college readiness and preparation programs for 30 school districts

throughout the Rio Grande Valley, Texas and New York City.

- Supervised over 50 campuses utilizing college readiness and college preparation curricula with 25,000 high school and middle school students.
- Developed best practice models for high schools and middle schools by identifying participating students, grade levels, training teachers, and college entrance exam test dates.
- Initiated and executed parent outreach seminars and workshops, focusing on campuses with significant populations of first-generation college applicants and low-income families.

2002–2003 Texas State Bank

McAllen, TX

Marketing Assistant

- Enhanced customer service program utilizing mystery shoppers, customer surveys, and various incentives to ensure consistent optimum and consistent customer outreach and appreciation.
- Developed new hire customer service training process to help new employees initiate relationships with existing and future customers.
- Planned and coordinated special community-based partnerships and projects with the Chamber of Commerce, Junior Achievement, and other non-profit entities.
- Assisted with mergers and acquisitions of other banks through customer outreach, bank-wide communications, and grand openings.

1999 – 2002 Ernst & Young, LLP.

Dallas, TX

Project Manager / Senior Analyst

- Transitioned Fortune 500 companies to an outsourced international human resources environment.
- Developed best practice model and project plan to secure information required for transition and implementation of on-going client services.
- Trained global account teams for Ernst & Young's largest outsourcing client on-site in Helsinki and London to ensure the smooth and efficient administration of international relocations.
- Identified and initiated process improvement opportunities with existing clients through employee surveys, full-time equivalent studies, best practice models, market trends, and policy elements to increase international assignment success and improve efficiency.

Expatriate Representative

- Served as the human resources representative for over 100 expatriates and international employees and their families for five Fortune 500 clients throughout South America, Europe, and Australia.
- Coordinated all international relocation services including orientation, language and cultural training, household good shipments, temporary living, and transportation services.
- Analyzed and reviewed international assignment policies, market trends, and tax planning opportunities to reduce costs and maintain client's competitiveness in the market.
- Developed standardized cost-estimate model for all global account teams that incorporated international assignment benefits, taxes, host country cost of living indices, and country of origin expenses.

Education

2002-2004 University of Texas Pan American

Edinburg, TX

- M.P.A., Master of Public Administration

2001, July Southern Methodist University

Dallas, TX

- Project Management Course Certificate: Practical Tools for Manager Resources (Project Management International)

1995–1999 Austin College

Sherman, TX

- B.A., double major International Relations and Spanish
- Studied in Guanajuato, Mexico, Patagonia, Chile, Machu Picchu, Peru, and the Bolivian Amazon. July – December 1997 and January 1999.